The Fifth Estate

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Broadcasting Sep 1

They're All Playing "Catch-Up."

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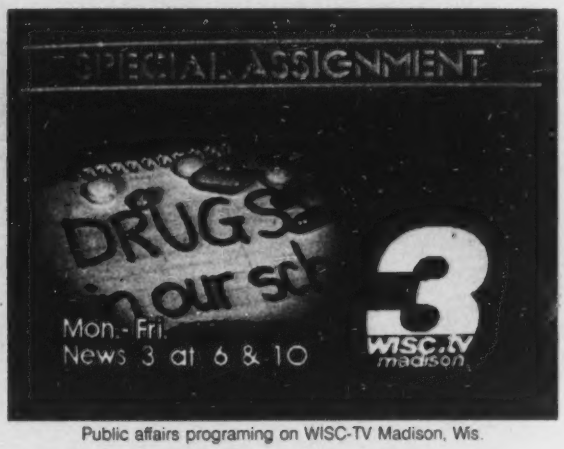
55th Year 1986
Local TV Journalism

Broadcasting Sep 1

Special Report: Local TV journalism
Cable's problems with the A/B switch
The word from the news directors at RTNDA

A train derailment on KENS-TV San Antonio, Tex.



Public affairs programing on WISC-TV Madison, Wis.

SECOND THOUGHTS □ Top cable industry representatives voice concerns with A/B switch portion of new must-carry rules. **PAGE 31.**

WRIGHT MAN □ General Electric names Robert Wright president and chief executive officer of NBC, filling spot of departing Grant Tinker. **PAGE 34.**

NEWS TALK □ Satellite newsgathering and the changing role of network and local news operations dominate discussion at RTNDA convention. Attendees hear from Brokaw, Friendly, Osgood. **PAGE 35.**

LOCAL TV JOURNALISM □ BROADCASTING's annual survey of television station spot news coverage, investigative and documentary reporting and public affairs programing. **PAGE 39-85.**

DIAL UP PRODUCT □ Home Shopping Network is on the leading edge of broadcasting and cable's latest programing phenomenon—shopping via television. **PAGE 89.**

FM ADVICE □ FCC receives comments on proposed changes in its FM technical rules. **PAGE 102.**

GROUP W'S PACESETTER □ Tom Goodgame brings a steady and deliberate hand to the helm of Group W's television station group. **PAGE 119.**

INDEX TO DEPARTMENTS

Business 89	**Editorials** 122	**Journalism** 99	**Riding Gain** 86
Business Briefly 14	**Fates & Fortunes** 115	**Law & Regulation** 102	**Satellite Footprints** 98
Cablecastings 10	**Fifth Estater** 119	**Monday Memo** 20	**Stock Index** 92
Changing Hands 94	**For the Record** 104	**Open Mike** 28	**Syndication Marketplace** ... 88
Closed Circuit 6	**In Brief** 120	**Programing** 87	**Telecastings** 100
Datebook 22			

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INDEX TO ADVERTISERS: Accu-Weather 10 □ Americom Radio Brokers 96 □ Associated Press Broadcast Services Third Cover □ BAF Communications Corp. 14 □ Beethoven Satellite Network 26 □ Blackburn & Co., Inc. 94 □ Chapman Associates 98 □ Classified Ads 108-114 □ Communications Equity Associates 97 □ Continental Electronics 86 □ Cosmos Television Stations 23 □ Embassy Communications 7, 8-9, 11 □ Firstmark Financial 101 □ Richard A. Foreman Associates 100 □ Frazier Gross & Kadlec, Inc. 21 □ Samuel Goldwyn Television 13 □ GTE Spacenet Fourth Cover □ Heller Financial 95 □ The Home Shopping Network, Inc. 30 □ Hubcom Front Cover □ International Tapetronics Corp./3M 4 □ Kalil & Co., Inc. 99 □ MCA TV 15 □ Media General Broadcast Services, Inc. 27 □ MIPCOM '86 43 □ NATPE International 25 □ Orbis Communications 3 □ Panasonic Broadcast Systems 16-17 □ Procter & Gamble Productions, Inc. 19 □ Professional Cards 107 □ Services Directory 106 □ Sillerman-Magee Communications Management Corp. 18, 47, 103 □ Society National Bank 59 □ SRDS, Inc. 12, 45, 92 □ Transtar Second Cover □ Warner Bros. Television Distribution 62-63 □ WBFS-TV 29

Films to be focus of New World's new syndication arm

Unit will be headed by five former Blair executives with Tony Brown in charge

New World Pictures' New World Television Group announced last week that it is entering the syndication marketplace as New World Television Distribution and will concentrate on marketing theatrical features during its first year. With a staff of executives taken from the ranks of Blair Entertainment and led by Tony Brown (BROADCASTING, Aug. 25), New World will put a number of its films on sale at the NATPE International and Association of Independent Television Stations conventions in January 1987.

Theatrical titles that will be for sale include: "Angel," "The Philadelphia Experiment," "Tuff Turf," "Children of the Corn," "Godzilla 1985," "Fraternity Vacation," "Body Rock," "Avenging Angel," "Transylvania 6-5000," "Black Moon Rising" and "House." New World has more than 100 titles that it will distributing over the next three to four years.

Other New World product will include two mini-series, *Sins* and *Monte Carlo* (both starring Joan Collins and the latter airing this season) and *Queenie*. It also has a number of made-for-television productions, including *Courage* (Sophia Loren), *Love 40* (Ellen Burstyn and Tuesday Weld), *Penalty Phase* (Peter Strauss), *Easy Prey* (Geraldine McRaney and Shawnea Smith), *Gladiator* (Nancy Allen, Robert Culp and Ken Wahl) and *Harem* (Omar Sharif, Eva Gardner and Sarah Miles).

New World is producing *Sledgehammer* for ABC this fall (Friday, 9:30-10 p.m.) and owns the domestic and foreign distribution rights to the programs. For NBC (Tuesday, 9-10 p.m.) it is producing *Crime Story* for which it owns the foreign television and theatrical rights. *Rags to Riches* has also been ordered by NBC as a back-up series.

New World has a deal with Major H/Anson Productions for the production of series and TV movies. Edward E. Gradinger, president and chief executive officer of New World Television Group, said New World intended "to come out of the box" strongly with films. New World plans to introduce two first-run series next year.

The price of a share of New World Pic-

NATPE Texas bound. The 1988 and 1989 NATPE International conventions will be held in Houston, not San Francisco as initially planned. A NATPE spokesman said the reason for the switch was a delay in the expansion of the Moscone Convention Center, which had been promised for 1988, but now won't be complete until 1991. The NATPE conference has outgrown the current size of the San Francisco facility, he said. Therefore, it will be moved to the new George R. Brown Convention Center in Houston, which is scheduled to open in 1987. The spokesman said the Brown center will be more convenient to hotels and restaurants than Houston's Astro Center, which many previous conventioneers have criticized for its inconvenient location.

The 1988 date has been pushed back to late February (25-29) to give attendees some breathing room between the program conference and the convention of the Association of Independent Television Stations. In recent years the two shows have been back to back in January. The 1988 INTV show will be held Jan. 6-10 in Los Angeles and the 1989 show Jan. 4-8 in the same city. No date has been set for the 1989 NATPE, but organizers are shooting for the third week in February. The 1987 INTV is being held Jan. 7-11 in Los Angeles, followed by NATPE from Jan. 21 to 25 in New Orleans. In 1990, NATPE will move out of Houston, perhaps back to New Orleans, although other cities are in the running, including Los Angeles, Anaheim, Calif., and Atlanta. In 1992, the show may move back to San Francisco if the proposed expansion is complete, the spokesman said.

NBC edges CBS for first

NBC eked out a prime time ratings victory over CBS for the week ended Aug. 24, with an average 12.2/23. CBS averaged a 12.1/23 and ABC a 10.8/20. A year ago the standings were: CBS, 12.6/23; NBC, 12.6/22, and ABC, 11.8/21. In the evening news race for the week, CBS was on top with a 10.1/21, followed by NBC with a 9.8/21 and ABC with a 9.7/21. For the week a year ago the news standings were CBS, 10.3/22; ABC, 9.1/19, and NBC, 8.5/18. HUT levels for the week were down almost three points, averaging 53.5%, compared to 56.2% a year ago.

Reruns of NBC's Thursday-night comedy lineup—*Cosby, Family Ties, Cheers* and *Night Court*—took the first four slots in the week's program rankings. CBS repeats took the next four places with *Murder, She Wrote, Newhart, Kate & Allie* and *Sunday Night Movie (Goodbar Murder)*. ABC rounded out the top 10 with *Moonlighting* and *MacGyver*. CBS's prime time version of *The Price is Right*, on for a limited summer run (Thursday, 8-9 p.m.), placed 53d out of 60 shows in prime time for the week with a 7.7/14.

NBC took three nights, Thursday (19.1/34), Friday (12.7/25) and Saturday (12.1/24). CBS took Sunday (17.2/32) and Monday (15.7/28) and ABC took Tuesday (14.9/27) and Wednesday (14.6/26).

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	35.4/46
2.	Family Ties	NBC	33.1/41
3.	Cheers	NBC	30.7/36
4.	Night Court	NBC	19.3/33
5.	Murder, She Wrote	CBS	18.8/35
6.	Newhart	CBS	18.8/31
7.	Kate & Allie	CBS	17.8/31
8.	Trackdown, Goodbar Killer	CBS	17.8/30
9.	Moonlighting	ABC	16.6/29
10.	MacGyver	ABC	16.5/28
11.	Who's the Boss?	ABC	16.1/31
12.	Cagney & Lacey	CBS	16.0/29
13.	Webster	ABC	15.9/29
14.	Growing Pains	ABC	15.9/29
15.	60 Minutes	CBS	15.8/24
16.	Golden Girls	NBC	15.8/30
17.	Miami Vice	NBC	15.3/29
18.	Perfect Strangers	ABC	14.1/27
19.	The Spy Who Loved Me	ABC	13.4/25
20.	Scarecrow & Mrs. King	CBS	13.3/23
21.	Equalizer	CBS	13.3/24
22.	Hill Street Blues	NBC	13.1/25
23.	All is Forgiven	NBC	13.1/25
24.	Valerie	NBC	13.0/25
25.	20/20	ABC	12.4/23
26.	Hotel	ABC	12.4/23
27.	227	NBC	12.3/26
28.	Magnum, P.I.	CBS	12.3/21
29.	Riptide	NBC	12.2/24
30.	Amazing Stories	NBC	12.1/23
31.	Spenser:For Hire	ABC	12.0/22
32.	Gloria/Happy Last I	NBC	11.3/21
33.	The Verdict	NBC	11.5/21
34.	Sophie's Choice	CBS	11.4/21
35.	1986	NBC	11.4/21
36.	Crazy Like A Fox	CBS	11.4/20
37.	Facts of Life	NBC	10.7/24
38.	A Team	NBC	10.6/22
39.	Gloria/Happy Last II	NBC	10.4/19
40.	Hunter	NBC	10.3/20
41.	Simon & Simon	CBS	10.3/19
42.	Dark Mansions	ABC	10.2/20
43.	Football, St. Louis-Chicago	CBS	10.0/21
44.	Football, Pitt.-Dallas	ABC	10.0/20
45.	Dalton: Code of Vengeance	NBC	10.0/19
46.	Baseball, pre-game	NBC	9.8/20
47.	Missing Pieces	CBS	9.6/18
48.	Baseball, Mets-Dodgers	NBC	9.6/18
49.	Trapper John, M.D.	CBS	9.5/18
50.	Monday Night Baseball	ABC	8.5/16
51.	Twilight Zone	CBS	7.9/16
52.	Punky Brewster	NBC	7.7/16
53.	Price Is Right	CBS	7.7/14
54.	Love Leads the Way	ABC	7.3/15
55.	Silver Spoons	NBC	7.2/16
56.	Adam's Apple	CBS	6.6/14
57.	Diff'rent Strokes	ABC	6.3/14
58.	Benson	ABC	6.3/13
59.	Ripley's Believe It Or Not	ABC	6.2/11
60.	The Colbys	ABC	4.9/8

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Call Letters

Applications

Call	Sought by
	New FM's
*WOLR	Christian Family Cinema Inc., Branford, Fla.
KRGN	Atkins Broadcasting, Amarillo, Tex.
	Existing AM's
KNZS	KMFO KMFO Radio Inc., Capitola, Calif.
WKXF	WSTL Bass Broadcasting Co., Eminence, Ky.
	Existing FM
KHYI	KLTY Statewide Broadcasting of Dallas Inc., Arlington, Tex.

Grants

Call	Assigned to
	New AM's
KFRP	J & K Broadcasters, Rocklin, Calif.
WLJH	Louis J. Harding and Harold R. Harding, Petal, Miss.
	New FM's
KCEZ	Y95 Radio, Camden, Ark.
KBCY	Merced Communications, Merced, Calif.
*WVIJ	Port Charlotte Educational Broadcasting Foundation, Port Charlotte, Fla.
WELQ	Charles J. Saltzman, Hertford, N.C.
KZAA	Arrowhead Broadcasting Inc., Comanche, Tex.
KYCS	Faith Broadcasting Corp., Rock Springs, Wyo.
	Existing AM's
KJAA	KNTS KNTS Broadcasting Co., Mesa, Ariz.
KGMG	KNWC Par Broadcasting Co., Oceanside, Calif.
KTAP	KZON Leo Kesselman, Santa Maria, Calif.
WAOS	WCKZ CP Communications Inc., Austell, Ga.
WFHM	WDVL Clear Communications Inc., Vineland, N.J.
KRRZ	KKOA Dakota Radio Inc., Minot, N.D.
WMBG	WOSF Richmond Radio, Williamsburg, Va.
	Existing FM's
WAWV	WMLS-FM Action Communications Enterprises Inc., Sylacauga, Ala.
KGMG-FM	KGMG Par Broadcasting Co., Oceanside, Calif.
KIEZ	KKBZ-FM Lou Schurrer, Santa Paula, Calif.
WZRC	WYEN Walt-West Enterprises Inc., Des Plaines, Ill.
KEYV	KUDO Quality Broadcasting Co., Las Vegas
WVLT	WKQV Clear Communications Inc., Vineland, N.J.
WQHT	WAPP Emmis Broadcasting Corp. of New York, Lake Success, N.Y.
KWBX	KJII University of Oregon Foundation, Bend, Ore.
KLZX	KSEJ Bountiful Broadcasting Inc., Bountiful, Utah
	Existing TV
WSYT	WKAF Thomas J. Flatley, Syracuse, N.Y.

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*1982 Readership Survey showing 5.2 readers per copy.

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.